

HamRadioSecrets.com

Advertising Rates

Basic Advertising Package

A banner ad will be placed in the right-hand side of every page of the site, ensuring a **minimum of 40,000 impressions** (page views) per month. The ad will be located at or near the top of the column (above the fold).

Sizes accepted in the right-hand column are:

- Square 200 x 200 pixels
- Vertical 120 x 240

File formats accepted are:

- JPEG,
- GIF,
- PNG

File size:

- Must be less than 40KB.

Note: We can write, design and compose basic banner ads, at no extra cost, if you cannot supply them.

Cost: \$100 USD per month (for more than 40,000 impressions)

(cost is less \$0.0025 each time your ad is viewed!)

Please note: only products and services related to ham radio or shortwave listening can be advertised on HamRadioSecrets.com

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Premium Advertising Package

In addition to the *Basic* package, you can elect to be *exclusively featured* in a **full page promoting your product** on our site. For best results, we will choose the page in which your firm will be featured. The content of said page will supply crucial *decision-making information*.

The purpose of this *premium page* will be to reinforce the advertising banner in the right-hand portion of our site. The content of the premium page will be *biased* toward :

- convincing our visitors that your business is worthy of their attention and,
- persuading them to click over and do business with you.

You can have one extra banner ad and one text link, imbedded, above and below the fold, in the content of this premium page.

Banner sizes accepted in the content area of this page are:

- 300 x 250 pixels, 468 x 60 pixels, 120 x 240 pixels

File formats accepted are:

- JPEG, GIF, PNG

File size:

- Must be less than 40KB.

Note: We can write, design and compose basic banner ads, at no extra cost, if you cannot supply them.

Cost of *Premium Advertising*: \$200 USD per month (includes *Basic* package)

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Multiple-Insertion Discounts

Advertisers who order six (6) consecutive advertising insertions (months) will be awarded a 10% discount if paid in full before the ordered six month period is due to begin. No modifications can be requested by the advertiser to the banner ads or text links during the discounted period.

Acceptance Policy

Misleading, deceptive or offensive landing page content will not be accepted or tolerated. Claude Jollet, owner of HamRadioSecrets.com can, at his sole discretion, reject or terminate any ad or sponsorship. Terminations, if imposed in mid term, will be refunded on a pro-rata basis.

Advertiser Responsibility

Advertisers assume liability for the content of all advertising placed in HamRadioSecrets.com, and assume responsibility for any claims arising from such advertising against HamRadioSecrets.com and its owner, Claude Jollet.

Payment Terms

Unless a six (6) month period has been paid in advance, an advertising invoice is sent out a few days before the beginning of the month. Invoices are due upon receipt. Requests for payment are normally sent by PayPal, unless special arrangements have been agreed upon.

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Contact

Claude Jollet - VE2DPE
HamRadioSecrets.com
7 Rue De La Rive
Notre-Dame-des-Prairies, QC Canada J6E 1M9
(450)752-1918
ve2dpe@hamradiosecrets.com

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